

ADMINISTRATIVE INTERNAL USE ONLY

24 JUL 1979

MEMORANDUM FOR: Deputy Director of Central Intelligence

FROM : Robert R. Bowie
Director, National Foreign Assessment Center

SUBJECT : CIA Presentational Means Steering Panel

1. Action Requested. The purpose of this memorandum is to submit for your approval a draft charter for the CIA Presentational Means Steering Panel.

2. Background. The CIA Presentational Means Steering Panel is an informal body organized in early 1976.* Its purpose was to provide an initial locus for Agency-wide review, support, and guidance for certain experimental presentational programs and projects envisaged and stimulated by the Office of Research and Development in support of the Directorate of Intelligence. The Panel was active for about two years in reviewing various projects and approaches and was recently reactivated to consider several aspects of Agency television.

3. I believe that the Panel is relevant to Agency missions and needs. I see it primarily as an advisory group which can assemble information and make recommendations to Agency management concerning Agency policies in the area of intelligence presentation. I believe the Panel can make a particular contribution in the field of television, whose application in the Agency is still developing and which cuts across and postdates well established organizational and functional lines.

4. While there have long been television applications in several components of the Agency, these have been almost exclusively in the production of training aids and in support of administration (for example, security monitoring). With our developing use of television for intelligence presentation (for example, the showing of two Agency-produced videotapes in the White House), Agency television efforts have been and will be

*Current members represent OSI, OCR, OGCR, and PPG from NFAC; ORD from DDS&T; P&PD/OL from DDA; and Public Affairs and Comptroller from DCI area. The Panel is chaired by the Chief of PPG.

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receiving a new kind of exposure. In a period of constrained resources, there will be new pressures for the most effective use of those applied to television; yet this field is evolving so fast that it would be premature to freeze now the organization and structure of Agency television. There is now no central entity, management or otherwise, charged with following developments and the Agency's role in the field. I believe, however, the Presentational Means Steering Panel could and should assume this function.

5. The Panel has never had a clear-cut charter or statement of objectives providing it with continuing authority to gather information and conduct its business. I have attached a draft charter, covering a more general charge in the field of presentational means and a special charge in the field of television, and I recommend its approval.

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Robert R. Bowie

Attachment: a/s

APPROVED: BS/
Deputy Director of Central Intelligence

DISAPPROVED: _____
Deputy Director of Central Intelligence

DATE: 7-30-79

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ATTACHMENT

DRAFT CHARTER FOR THE CIA PRESENTATIONAL
MEANS STEERING PANEL

The CIA Presentational Means Steering Panel is established as an advisory body to foster continued improvement in the way the Agency conveys its intelligence message. The Panel shall include representation from all major components concerned with the preparation and support of intelligence presentation and the improvement thereof. It shall be chaired by the Chief, Publications and Presentations Group, NFAC.

Specifically, the Panel will coordinate and stimulate efforts to improve the manner and effectiveness of presentation of finished intelligence and shall:

- Review the status of and requirements for presentation of the intelligence product, and new media and techniques for that presentation
- Recommend to senior management:
 - (a) Priorities of and resource allocations to programs for intelligence presentation that impact on more than one component
 - (b) Initiation or adoption of new facilities, experimental programs, or new techniques
- Encourage enhanced use of presentational means facilities by stimulating programs for cataloging and publicizing both existing and developing capabilities
- Pay particular attention to the status and development of television activities Agency-wide as well as in intelligence presentation in order to recommend to senior management those policies which will assure mutual support, coordination and the most effective use of these activities